



Baltimore Food Policy Initiative: Increase Access to Healthy Affordable Foods

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A photograph of a large, woven wicker basket filled with fresh, organic vegetables. On the left, there are several bunches of bright orange carrots tied with purple rubber bands. Next to them are bunches of leeks with long green tops and white bottoms. In the center and right, there are clusters of red radishes with green leafy tops. The basket is overflowing, and the vegetables appear very fresh. The background is slightly blurred, showing more greenery and a wooden surface.

Baltimore City Food Policy Overview

A close-up photograph of a light-colored woven basket filled with a variety of fresh vegetables. Visible items include several orange carrots, a purple onion, a green bell pepper, a purple eggplant, and some leafy greens. The basket is placed on a bed of green grass. A semi-transparent dark blue rectangular box is overlaid on the center of the image, containing white text.

Establish Baltimore as
a leader in sustainable
local food systems

BOS Greening Goal #2

A Healthy Food System: Redefining Health



Legend



Inner ring – food system components



Outer ring – community-based food system outcomes

Example: Great Kids Farm

- Grows fruits and vegetables
- Jobs: Youth Job Training
- Economic Development:
Sells at Waverly Farmers Market
- Community & Social Vitality
- Healthy Individuals

Martin Heller, C.S Mott Group
Michigan State University

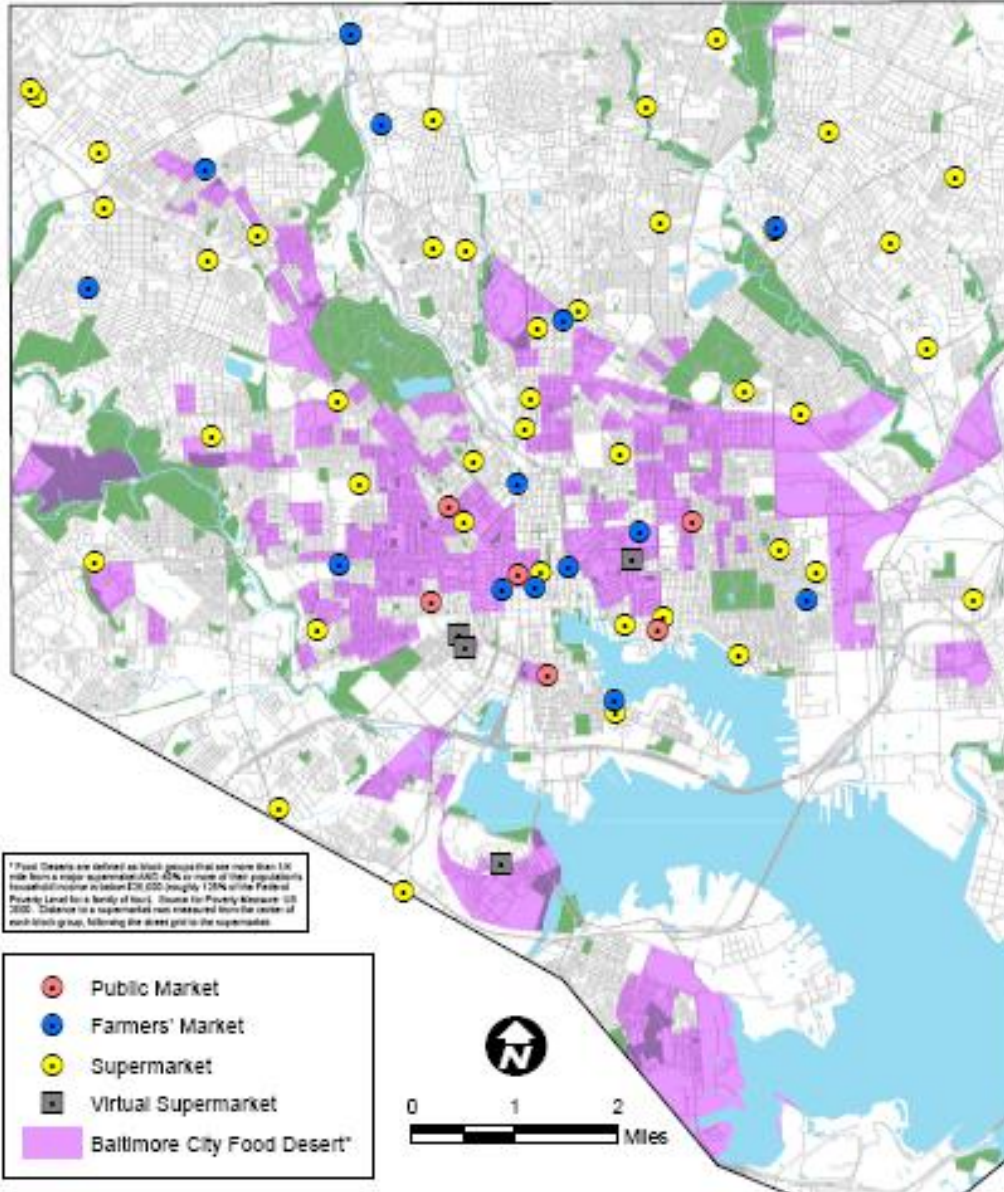
A close-up photograph of a hand holding a green apple. Below the hand is a woven basket filled with several apples of different colors, including green, yellow, and red. The background is dark and out of focus, showing some green leaves.

Increase access to healthy affordable food in food deserts in Baltimore City

Food Policy Goal



Baltimore City Food Deserts and Food Markets

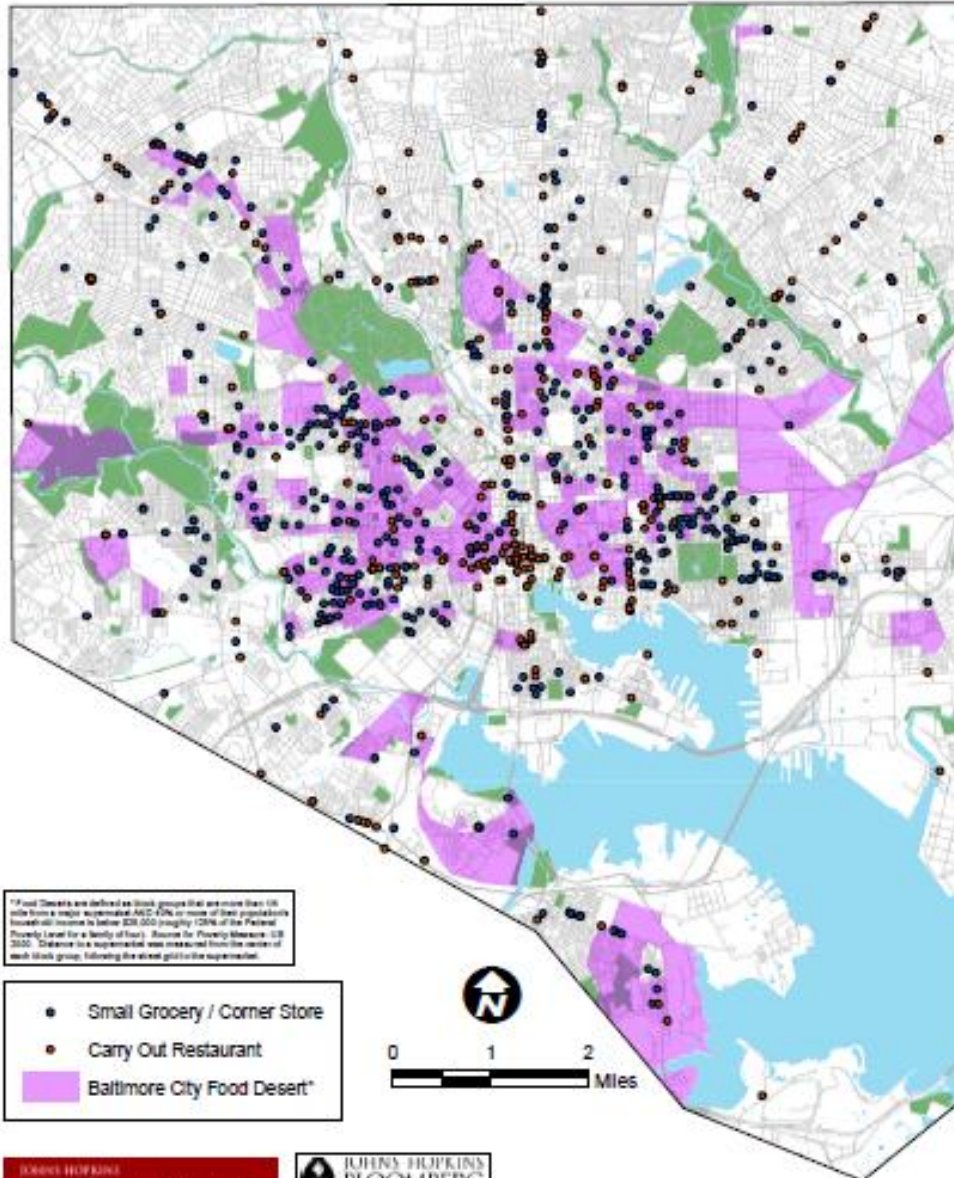


Food Desert:

- Defined as block groups
- 1/4 mile from supermarket
- 40% of pop. below 125% of poverty line
- Low vehicle ownership



Baltimore City Food Deserts, Small Grocery / Corner Stores and Carry Out Restaurants

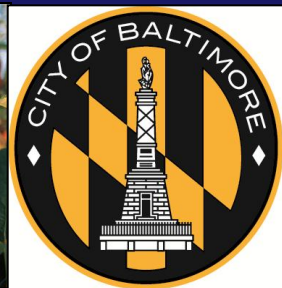


Food Swamps

- Density of Corner Stores and Carryouts in Food Deserts



Baltimore Food Policy Initiative (BFPI)



Baltimore Food Policy Initiative (BFPI)

- Inter-governmental collaboration:
 - Baltimore Office of Sustainability, Department of Planning, and Health Department.
- Umbrella for all food access related projects, policies and partnerships
 - Food Policy Taskforce Recommendations
 - Food Policy Director & Coordinator
 - Food Policy Advisory Committee (Food PAC)





Food PAC

Goal:

- Provide advisory capacity to implement Food Policy Taskforce recommendations
- Increase collaboration and partnership among stakeholders
- 45 members and growing
 - Anti-hunger community, extension, city government, community nonprofits, schools





Food Policy Recommendations

1. Promote and expand farmers markets
2. Support urban agriculture
3. Expand supermarket home delivery program
4. Develop a targeted marketing campaign to encourage healthy eating among all Baltimoreans
5. Support research on food deserts and collaboration with policy makers
6. Create healthy food zoning requirement or incentives
7. Improve the food environment around schools & recreation centers
8. Support street vending of healthy foods
9. Promote and expand community supported agriculture
10. Support a central kitchen model for schools

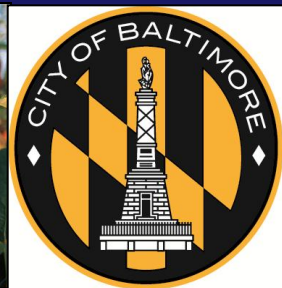




Implementation of the Food Policy Taskforce Recommendations



Support and Expand Farmers Markets



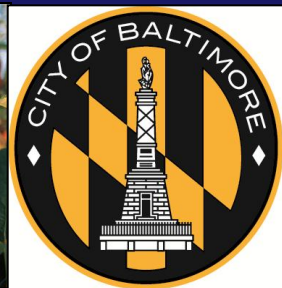
Support & Expand Farmers Markets

- Farmers Market Assessment
- Change in State Farmers Market Policy to accept FMNP
- Guide to establishing a Farmers Market in Baltimore City
- Simplify/change city permit process
- 2 new EBT machines in Food Deserts, a total of 5 EBT machines





**Support Urban Farming on Vacant Land
(in food deserts)**



Support Urban Agriculture

- Vacants to Value
- Vacant Land Assessment
 - Approximately 30 acres
- Developed & issued RFQ for urban farmers
- Update City Building Code
 - Hoop houses



A close-up, top-down view of a large pile of fresh, colorful vegetables. The assortment includes several ears of yellow corn, a head of green broccoli, a large head of green lettuce, a halved cantaloupe melon showing orange seeds, a whole green artichoke, a whole green avocado, a green fennel bulb, and various leafy greens like dill and parsley. The vegetables are arranged in a dense, overlapping manner, creating a rich texture and vibrant green and yellow color palette. The text "Expand Healthy Food Retailing in Food Deserts" is overlaid in a large, white, serif font, centered across the middle of the image.

Expand Healthy Food Retailing in Food Deserts



How far do you travel to buy fresh food?

**GET YOUR GROCERIES
DELIVERED TO YOUR
LIBRARY.**

Now serving the Orleans Enoch Pratt Library.

Order every Wednesday, 11 AM–3 PM

Pick up every Thursday, 12 PM–1 PM

Ordering groceries from Santoni's Supermarket at your library is convenient. Library delivery is free!



For more information, contact the Baltimore City Health Department at 410-545-7544 or visit www.baltimarket.org

SANTONI'S
Supermarket



Virtual Supermarket

Order groceries online
anywhere



Next day pick up at local
library, school or DSS office

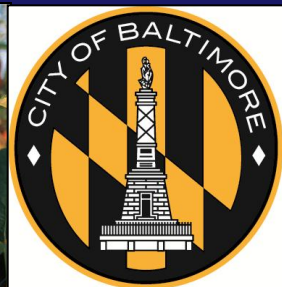
- Accept SNAP Benefits

SANTONI'S
Super Market

"Your Friendly Neighborhood Grocer Since 1930!"

Transforming Public Markets into Healthy Food Hubs





Integral Part of Baltimore City

- Baltimore has over 4.2 million customers frequent their six markets annually

Lexington Market 2,800,000

Northeast Market 648,000

Hollins Market 234,000

Cross Street Market 420,000

Avenue Market 67,500

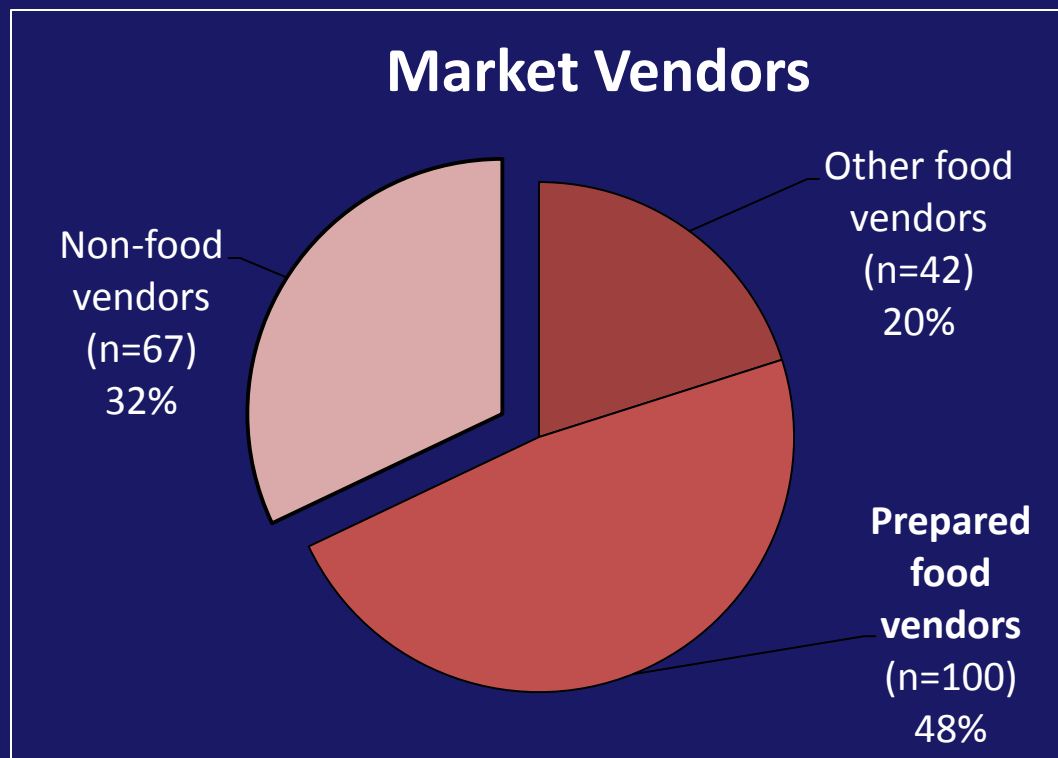
Broadway Market 100,000

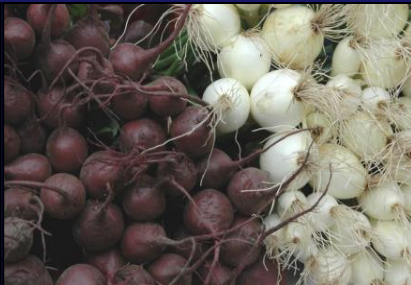




Healthy Food Assessment

- 6 public markets
- Located in/border Food Deserts
- 70% of the food vendors are carryouts (100)





Strategies to Support Vendors to Provide Healthier Foods

- Healthy Menu Labeling
- Incentives for vendors to buy healthier foods
- Healthier Sides prepared
- Healthier Combo Meals
- Healthy Carryout Certification



Healthy Menu Label

Sophia's Place EUROPEAN DELI



Look for the leaf for a fresh choice

PANINIS

- \$5.95** **Smoked Turkey and Asiago Panini**
Smoked Turkey, Asiago Cheese, arugula, tomato, and pesto and 12 grain bread
- \$4.95** **Mediterranean Veggie Panini**
Marinated Red Pepper, Fresh Cucumber, tomatoes, onion, hummus, and fresh mozzarella on sunflower seed bread
- \$6.95** **Prosciutto Basil Panini**
Prosciutto, Fresh Mozzarella, tomato, fresh basil, and balsamic vinegar on ciabatta bread
- \$7.95** **Black Forest Rosemary Panini**
Black Forest Ham, Havarti Cheese, tomato, arugula, and rosemary aioli on rye

SANDWICHES

- \$6.95** **Black Forest ham**
with Havarti cheese on 12 grain bread with lettuce, tomato, mayonnaise
- \$6.95** **Double Smoked Ham**
with swiss cheese on rye with lettuce, tomato, mayonnaise
- \$7.95** **Prosciutto or sopressata salami**
with provolone cheese on wheat bread with spicy brown mustard
- \$3.95** **Liverwurst**
with onion on rye with spicy brown mustard
- \$6.95** **Pork loin**
with edam cheese on pumpernickel with honey mustard, lettuce, tomato, and mayonnaise
- \$8.95** **Smoked salmon**
with cream cheese and onion on a bagel (or your choice of bread)
- \$9.95** **Duck pate**
with hot pepper cheese on pumpernickel with honey mustard, lettuce, or tomato
- \$7.95** **Tongue in jelly**
with horseradish mustard, lettuce, tomato, and your choice of bread

CUP BOWL

SOUPS

- \$3** **\$5** **Tomato Basil**
- \$3** **\$5** **Cauliflower**
- \$3** **\$5** **British Style Bean** (Polish)
- \$3** **\$5** **Red Borscht**



SIDES

- \$6** **Crepes with fruits & whipped cream**
- \$3.95** **Stuffed Cabbage or Golabki**
- \$3.95** **Sauerkraut with polish sausage**
- \$3.95** **Pierogi**
potato, farmer's cheese, potato with cheese, sauerkraut, sauerkraut with mushroom, meat
* can be served with sauteed onions, bacon bits, or sour cream

Tomato basil soup with
1/2 Smoked Turkey Panini

Stuffed cabbage with pierogi

Crepes with Strawberries



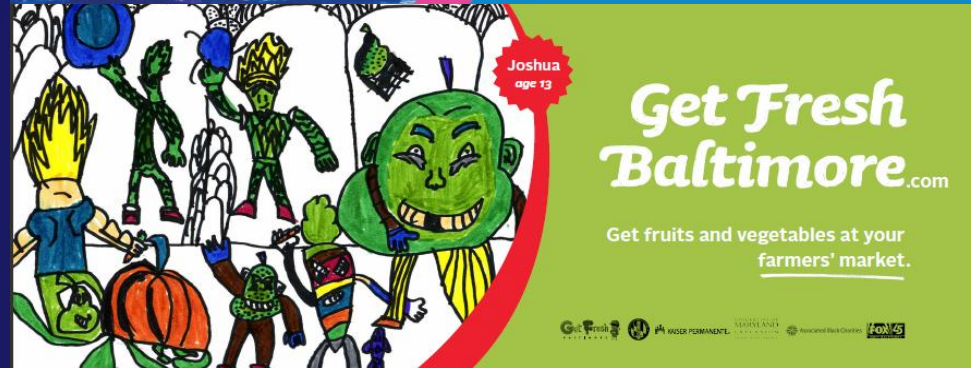
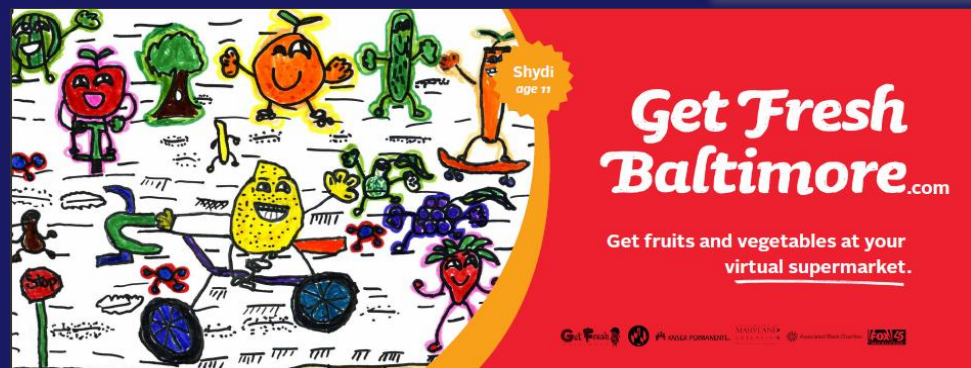
A close-up photograph of a person's hands holding a woven basket filled with fresh vegetables. The person is wearing a blue denim apron over a plaid shirt. The basket contains several yellow onions, a red onion, and a bunch of green onions. The text "Develop a Citywide Healthy Eating Publicity Campaign" is overlaid in white serif font on the center of the image.

Develop a Citywide Healthy Eating Publicity Campaign



Get Fresh Baltimore

- Increase awareness, action and engagement to increase access to healthy affordable food in Baltimore
- Food Media Literacy
 - 250 ads in Metro buses
- 5 Public Service Announcements





Conclusion

- Baltimore Food Policy Initiative embraces a food system perspective to health
- Focus on policy, projects & partnerships
- Diverse stakeholders





Thank You

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BFPI is Currently Supported by:

